Crews Into S

2015 Challenge

Crews Into Shape

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Outline

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Challenge Background

- The Crews Into Shape challenge is held every March in conjunction with National Nutrition Month® and is sponsored annually by the Navy and Marine Corps Public Health Center (NMCPHC) Health Promotion and Wellness (HPW) Department.
  - It is a four week challenge that uses a team approach to promote wellness, combining the support of colleagues and family members to help the entire “Crew” work toward a healthier lifestyle.
  - Each Crew Member earns points for exercising, maintaining or achieving a goal weight, eating fruits and vegetables, and engaging in other healthy activities.
  - The intent of the challenge is to spark and guide workplace-focused, team-oriented, physical activity and improved fruit and vegetable intake among the Department of Defense (DoD) community.

Challenge Background, cont.

- The Crews Into Shape challenge is open to all Active Duty and Reserve service members in the Navy, Marine Corps, Army, Air Force, and Coast Guard.
- The challenge is also open to DoD family members and civilians.
- Participants can either be 1) Crew Leaders or 2) Crew Me

Quick Start Checklist for Cre w Leaders

Quick Start Checklist for Cr ew Members

Challenge Details

- Crews Into Shape has been hosted every March since 2001 and is a fun, free activity offered DoD-wide.
  - It is workplace-focused, helps foster teamwork, and provides a support mechanism for participants.
- Challenge objectives include:
  - Eat two cups of fruit and three cups of vegetables daily.
  - Engage in either 30 minutes of aerobic exercise daily or 15 minutes of vigorous exercise; and muscle-strengthening exercise.
  - Achieve or maintain a goal weight.

Challenge Details, cont.

- There is no weigh-in during the Crews Into Shape challenge, but it's key to establish a *personal* goal weight.
  - If the personal goal is to lose weight, the maximum recommended weight loss is eight pounds in four weeks.
- "Physical Activity Readiness Questionnaire (PAR-Q)" and "Contract" administered.
- Extra member points can be accrued when participants:
  - Participate in a weekly Crew activity.
  - Register at USDA Choose-My-Plate SuperTracker.
  - Submit individual weekly log to Crew Leader on time.
  - Complete the post-challenge survey.
  - Commit to post-Crews health event.
  - Achieve certain individual targets.
- A list of the official Crews and photos are available online.
- Some bases and ships also sponsor local challenges.

Reasons to Participate

- Overweight[1]
  - 51.2% of Active Duty are overweight (BMI>25)
- Low fruit and vegetable intake[1]
  - Active duty personnel reported intake of key healthy foods at lower rates than recommended by nutritional standards of three or more servings per day, including consumption of fruits (11.2%), vegetables (12.9%), and whole grains (12.7%).
  - Service members reported consuming unhealthy foods at least two times or more per day, including snack foods (8.5%), sweets (8.7%), and sugary drinks (19.3%).
- Low physical activity levels[1]
  - Less than half (45.5%) of service members reported strength training three or more days per week in the past 30 days.

[1]2011 DoD Survey of Health Related Behavior Health Related Behaviors Survey of Active Duty Military Personnel. http://www.health.mil/Reference-Center/Reports/2013/02/01/2011-Health-Related-Behaviors-Active-Duty-Executive-Summary. Published February 2013. Accessed January 2014.

Reasons to Participate, cont.

- “Crew” concept
  - Group support
  - Peer pressure (to earn “bonus Crew points” and help the team)
  - Workplace environmental change
- Timing
  - National Nutrition Month®
  - Post-holidays/Pre-swimsuit

Evidence of Effectiveness

- Crews Into Shape has effectively promoted wellness and improved health since 2001.
- The challenge has proven both popular and effective, as highlighted in the 2014 data below:
  - Participation from across the DoD community, including: Soldiers, Sailors, Marines, Airmen, Coast Guardsmen, family members, and civilians
  - 1,786 registered Crew Members
  - 267 Crews
  - 311 post-challenge survey responses

Evidence of Effectiveness, cont.

- According to the 2014 post-challenge survey, an impressive number of respondents indicated that Crews Into Shape "improved my daily habits," with 80% indicating it improved their exercise routines and 87% declaring it helped improved fruit and vegetable intake.
- Crews Into Shape has continuously received acclaim and garnered overwhelmingly positive feedback

Post-Challenge Survey Feedback (Sampling)
"As someone who is very health conscience, Crews Into Shape surprised me by making me much more aware of my fruit and vegetable intake and how I need to increase it!"
"Crews into Shape is a great program, it's a great motivation for teamwork and focus on being healthy."
"Nice way to approach health and fitness in a team style approach."
"This was motivating, fun, and helped me learn new healthy habits via dialogue with my team members and non-team members."
"It was a great way to lose some weight and practice better eating and exercise habits."

How to Participate

- The next Crews Into Shape challenge will take place 1-28 March 2015.
- Action items include:
  - Form a “Crew” of 2-10 people and ***register by 28 February 2015.***
  - Download the Crew Worksheet and Leaders’ Notes.
  - Administer “PAR-Q” and “Contract.”
  - E-mail your Crew Worksheet to NMCPHC.
  - Collect weekly worksheets from Crew Members.
  - E-mail final Crew Worksheet at end of challenge.
- Visit the official Crews Into Shape website to download the required materials at http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/crews-into-shape.aspx
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- Promote Crews Into Shape locally using the downloadable marketing materials at http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/hp-c

Questions?

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http://www.med.navy.mil/sites/nmcphc/health-promotion/Pages/crews-into-shape.aspx